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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.	
10/657,459	09/08/2003	David Robert Kalb	9352-1	9795	
75	90 06/16/2006		EXAM	EXAMINER	
Bruce H. Johnsonbaugh			FERGUSON, LAWRENCE D		
Eckhoff & Hopp Suite 2800	pe		ART UNIT	PAPER NUMBER	
101 Montgomer	ry Street	1774			
San Francisco, CA 94104			DATE MAILED: 06/16/200	6	

Please find below and/or attached an Office communication concerning this application or proceeding.

		Applica	tion No.	Applicant(s)	Applicant(s)				
			459	KALB ET AL.					
Office Action Summary		Examin	er	Art Unit					
	•	Lawrence	e D. Ferguson	1774					
- The MAILING DATE of this communication appears on the cover sheet with the correspondence address Period for Reply									
A SHOWHIC - Externafter - If NO - Failu Any r	ORTENED STATUTORY PERIOD FOR CHEVER IS LONGER, FROM THE MAIL asions of time may be available under the provisions of 37 SIX (6) MONTHS from the mailing date of this communical period for reply is specified above, the maximum statutore to reply within the set or extended period for reply will, be reply received by the Office later than three months after the patent term adjustment. See 37 CFR 1.704(b).	ING DATE OF CFR 1.136(a). In no ation.  y period will apply and by statute, cause the a	THIS COMMUNIC, event, however, may a rep will expire SIX (6) MONT pplication to become ABA	ATION.  Oly be timely filed  HS from the mailing date of this NDONED (35 U.S.C. § 133).					
Status									
2a)□	Responsive to communication(s) filed on This action is <b>FINAL</b> . 2b). Since this application is in condition for a closed in accordance with the practice up	☑ This action is allowance exce	non-final. ot for formal matte	·	ne merits is				
Dispositi	on of Claims								
5)□ 6)⊠ 7)□ 8)□ <b>Applicati</b> 9)□	Claim(s) 1,3-5 and 7 is/are pending in the day of the above claim(s) is/are well claim(s) is/are allowed.  Claim(s) 1, 3-5 and 7 is/are rejected.  Claim(s) is/are objected to.  Claim(s) is/are objected to.  Claim(s) are subject to restriction on Papers  The specification is objected to by the Extra transpose on propers is/are: a)[ Applicant may not request that any objection is displaced to be propertion on the properties of the drawing(s) filed on is/are: a)[ Applicant may not request that any objection is displaced to be properties of the prop	and/or election caminer. accepted or	requirement. D)  objected to b						
	Replacement drawing sheet(s) including the	correction is requ	ired if the drawing(s	) is objected to. See 37 (	CFR 1.121(d).				
11)[	The oath or declaration is objected to by	the Examiner. I	Note the attached	Office Action or form P	PTO-152.				
Priority u	inder 35 U.S.C. § 119								
<ul> <li>12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).</li> <li>a) All b) Some * c) None of:</li> <li>1. Certified copies of the priority documents have been received.</li> <li>2. Certified copies of the priority documents have been received in Application No.</li> <li>3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).</li> <li>* See the attached detailed Office action for a list of the certified copies not received.</li> </ul>									
2)	e of References Cited (PTO-892) e of Draftsperson's Patent Drawing Review (PTO-9 nation Disclosure Statement(s) (PTO-1449 or PTO		Paper No(s) 5) Notice of Infe	mmary (PTO-413) Mail Date ormal Patent Application (P1	ΓΟ-152)				
Paper No(s)/Mail Date 6)  Other:									

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#### **DETAILED ACTION**

### Response to Amendment

This action is in response to the amendment mailed December 2, 2005.
 Claims 1 and 5 were amended and claims 2 and 6 were cancelled rendering claims 1,
 3-5 and 7 pending.

## Claim Rejections – 35 USC § 102(b)

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.
- 3. Claims 1 and 3-5 and 7 are rejected under 35 U.S.C. 102(b) as being unpatentable over Mirza (U.S. 6,347,471).

Mirza discloses a multi-layered signage apparatus wherein the material displayed may be easily replaced comprising a message holder (frame) having a front (plastic film) and back panel used to display one or more replaceable signs or messages including instructions, notes, bulletins and other documents (column 1, lines 12-64 and column 2, lines 11-30) which are conventionally alphanumeric. The reference discloses a sign or message can be viewed from the front panel and another sign or message can be viewable from the rear panel (column 5, lines 52-62) which a single viewer looking at

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the sign can see a sign or message on the cover sheet 15(b) and a sign or message on 15(a). Signs 15(b) (cover sheet) and 15(a) are removable sheets having additional signs or viewable items 15(c) between the two signs, which are not visible (opaque) (column 4,lines 60-65 and Figures 5-6).

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Crum (U.S. 6,982,114) teaches a plastic enclosure (frame) for temporarily retaining documents, printed indicia or photographs, comprising an opaque sheet and transparent sheet, where the transparent sheets comprise a document that can be viewed on each face of the document (column 1, lines 12-39). Additionally, Delaquila et al (U.S. 5,832,643) teaches a display sign for present alphanumeric or graphics having a changeable display sign having a plurality of indicia bearing panels removeably attached to a translucent back panel (column 1, lines 3-10).

## Response to Arguments

5. Rejection made under 35 U.S.C. 112, first paragraph, is withdrawn due to Applicant showing support for the phrases, "removable cover sheet" and "sign includes said alphanumeric information on said removable cover sheet and a graphic image from one of said opaque sheets" in the specification.

Applicant's arguments regarding the rejection made under 35 U.S.C. 102(b) as being unpatentable over Mirza (U.S. 6,347,471) has been considered but is

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unpersuasive. Applicant argues Mirza does not teach the added claimed limitation which states "wherein a single viewer looking at said sign sees said alphanumeric information on said cover sheet and a graphic image on said one or more opaque sheets." Examine respectfully disagrees because Mirza discloses a sign or message can be viewed from the front panel and another sign or message can be viewable from the rear panel (column 5, lines 52-62) which a single viewer looking at the sign can see a sign or message on the cover sheet 15(b) and a sign or message on 15(a).

#### **Conclusion**

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Lawrence Ferguson whose telephone number is 571-272-1522. The examiner can normally be reached on Monday through Friday 9:00 AM – 5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rena Dye, can be reached on 571-272-3186. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

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you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

L. Ferguson

Patent Examiner

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SUPERVISORY PATENT EXAMINER

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